



## COURSE OUTLINE: SPT402 - SCIENCE OF FANDOM

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Approved: Bob Chapman - Dean

<b>Course Code: Title</b>	SPT402: THE SCIENCE OF FANDOM
<b>Program Number: Name</b>	2073: SPORTS ADMIN.
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2025-2026
<b>Course Description:</b>	Students in this theory-based course will discuss the role and importance of the sports fan. Students will develop a strong understanding of the attitudes and affinities of fans, typical consumer behaviour for products and services, and the psychology of fandom. A look at the economic motivations and implications of a sports fan base will be discussed.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2073 - SPORTS ADMIN.</b>
<b>Please refer to program web page for a complete listing of program outcomes where applicable.</b>	VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events.
	VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context.
	VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness.
	VLO 11 Conduct and present research to support business decision making in a sport organization.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.



- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
- EES 10 Manage the use of time and other resources to complete projects.
- EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Course Outcomes and Learning Objectives:**

<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
Understand the role of fandom in sport and recreation	1.1 Understand how, and why fans follow sports, teams and athletes 1.2 Explain the impact of sport fandom on sport consumption behaviors 1.3 Understand how fandom can shape civic identities 1.4 Explain causes and implications of sport fandom aggression
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
Apply course concepts in sports fandom to create a digital media artifact	2.1 Distinguish between different types of sports fans 2.2 Summarize and explain different ways fans engage in sports fandom 2.3 Identify a particular sport organization, athlete or team and their fanbases 2.4 Create a social media post tailored to an identified fanbase 2.5 Present media post and connect design choices to course content
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
Practice verbal and written discussion of issues related to sports fandom	3.1 Review selected articles provided by instructor related to sport fandom 3.2 Synthesize class reading material with lecture material 3.3 Formulate verbal and written responses to readings by combining class readings and lecture material 3.4 Compile information relates to sports fandom to develop a presentation

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Discussion Post Assignments	30%
Exam	25%
Group Presentations	25%
Media Post	10%
Participation	10%

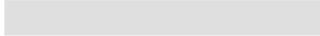
**Date:**

December 17, 2025

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further



 information.